



CITY OF ATLANTA

04-C -0706

SHIRLEY FRANKLIN
MAYOR

55 TRINITY AVENUE, S.W.
ATLANTA, GEORGIA 30335-0300
TEL (404) 330-6100

March 9, 2004

President Cathy Woolard and
Members of Atlanta City Council
City Hall, Suite 2900 South
68 Mitchell St., S.W.
Atlanta, Georgia 30303

RE: Keep Atlanta Beautiful Board of Directors Appointment

Dear President Woolard and Members of the Council:

It is a pleasure for me to appoint Mark T. Brodbeck to serve as a member of the Keep Atlanta Beautiful Board of Directors for the City of Atlanta. This appointment is for a **term of two (2) years**.

I am confident that Mark T. Brodbeck will serve the Keep Atlanta Beautiful Board of Directors with integrity and dedication.

Sincerely,



Shirley Franklin

CD/TF

C. L.

Mark T. Brodbeck

254 Hampton Terrace
Atlanta GA 30307
404-378-2205 home
404-880-0054 work
markb@toolbank.org

Work experience	2002 - 2003	Atlanta Community ToolBank	Atlanta, GA
	Executive Director		
	<ul style="list-style-type: none">▪ Transitioned into ED program without loss in service delivery or revenue▪ Oversight of entire organization with a \$215,000 budget, 3 FT staff▪ Expanded board of directors by 50% to allow for more impactful corporate and community representation▪ In process of launching \$400,000 capital campaign to renovate building▪ Facilitated three annual large special events to raise over 30% of total budget income▪ Expanded client base by 26%, raised individual giving by 34% in one year		
	2000 - 2002	Atlanta Community ToolBank	Atlanta, GA
	Program Manager		
	<ul style="list-style-type: none">▪ Managed three distinct programs in fledgling nonprofit organization▪ Launched materials distribution program for nonprofits, program now generates nearly 12% of annual ToolBank budget income▪ Developed policy, procedures, and business plans for all three programs▪ Worked closely with over 340 nonprofit organizations throughout Atlanta		
	1998 - 2000	Task Force for the Homeless	Atlanta, GA
	Policy Development Specialist		
	<ul style="list-style-type: none">▪ Developed and implemented policy for 30-bed transitional program for men, centered on solutions-based intervention▪ Supervised the programmatic implementation of a 500-bed emergency overflow facility▪ Oversaw the only statewide AmeriCorps program in GA, with a budget of \$450,000 – expanded program by 23% in a single year		
Education	2000	University of Georgia	Athens, GA
	Master's of Social Work (MSW)		
	<ul style="list-style-type: none">▪ Concentration: Community Empowerment/Program Development▪ Internships held at Grady Health System and Health Mothers, Healthy Babies Coalition of Georgia		
	1993	Atlanta College of Art	Atlanta, GA
	Bachelor of Fine Arts (BFA)		
Professional affiliations	<ul style="list-style-type: none">▪ Association of Fundraising Professionals (AFP)▪ Metro Atlanta Corporate Volunteer Council (ToolBank)▪ Council of Volunteer Administrators (ToolBank)		

|

Mark Brodbeck, MSW
Curriculum Vitae

After living in the urban centers of more than more than six states, Mark Brodbeck has focused his life's purpose on alleviating the inherent problems of urban development and its impact on those in poverty. Upon completion of his Bachelor's degree in Fine Arts in 1993, Mark was invited to participate in an apprenticeship with well-known sculptor Mark DiSuvero in New York City. Mark began to spend an increasing amount of time exploring New York City's intense urban environment and making acquaintances with homeless individuals in Manhattan and Queens. Volunteering regularly in shelters and outreach centers became the catalyst for developing a lifetime commitment to service. His passion for art making was nearly replaced with the passion for helping those in need.

Following an interest in Buddhism, Mark traveled to Japan in 1994. He lived in the Osaka area for two years, teaching English and sharpening his understanding of eastern disciplines. Upon return from Japan, Mark soon enrolled at the University of Georgia, and recently finished his Master's degree in Social Work with a focus on community empowerment and program development.

Mark worked for the Metro Atlanta Task Force for the Homeless from April 1998 to July of 2000. Starting as a shelter coordinator, Mark was soon offered a supervisory position as the Program Director of the Task Force's statewide AmeriCorps program. Before joining the ToolBank staff, Mark was working on policy development for a transitional sheltering program within the largest men's overflow emergency facility in Georgia.

Mark joined the ToolBank team in July 2000. As program manager, Mark worked to develop neighborhood communities, managing daily operations of the ToolBank and formalizing the procedural policy for the ToolBank Home Repair Program.

In April of 2002, Mark took the ToolBank's Executive Director position. Mark is focused on exposing the remarkable mission and unlimited potential of the ToolBank, and working to transform this unique Atlanta resource into a model for communities and nonprofits throughout the United States.

04-C-0706

(Do Not Write Above This Line)

A COMMUNICATION
BY MAYOR SHIRLEY FRANKLIN
A COMMUNICATION APPOINTING
MARK T. BRODECK TO THE KEEP
ATLANTA BEAUTIFUL BOARD
OF DIRECTORS FOR A TERM OF
TWO (2) YEARS. EFFECTIVE
UPON COUNCIL CONFIRMATION.

- ☐ CONSENT REFER
☐ REGULAR REPORT REFER
☐ ADVERTISE & REFER
☐ 1st ADOPT 2nd READ & REFER
☐ PERSONAL PAPER REFER

PER AGENDA

Date Referred 4/19/2004

Referred To: CU + C.O.C.

Date Referred

Referred To:

Date Referred

Referred To:

First Reading

Committee _____
Date _____
Chair _____
Referred To _____

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

FINAL COUNCIL ACTION

☐ 2nd

☐ 1st & 2nd

☐ 3rd

Readings

☐ Consent

☐ V Vote

☐ RC Vote

CERTIFIED

MAYOR'S ACTION